

Message Text

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PAGE 01 LIMA 00408 162141Z
ACTION ARA-14

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FM AMEMBASSY LIMA
TO SECSTATE WASHDC 8283
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UNCLAS LIMA 0408

E.O 11652: N/A
TAGS: BENC, PE
SUBJECT: MAJOR PROJECT - EARLY WARNING: PURCHASE OF RAILROAD
LOCOMOTIVE AND CARS FOR TOURIST TRANSPORTATION

1. THE EMBASSY HAS BEEN APPROACHED BY JOHNNY SCHULER, A PERUVIAN SWISS NATIONAL, AND PROSPEROUS RESTAURTEUR, WHO HAS UNDER CONSIDERATION A COMPLETELY SELF-SUFFICIENT TOURIST SERVICE PROJECT THAT WOULD OPERATE UNDER THE NAME OF "SISTEMA MULTIMODAL DE SERVICIOS TURISTICOS". THE SYSTEM WOULD COVER AREQUIPA, CUSCO, PUNO AND SURROUNDING AREAS AND WOULD BE CAPABLE OF FURNISHING SERVICES SUCH AS TRANSPORTATION, LODGING, MEALS, SIGHTSEEING, AND ENTERTAINMENT. PROJECT WOULD INVOLVE USED OF A RAILROAD CONVOY OF SOME 10 COACHES UTILIZING EXISTING RAILWAY TRACK. SCHULER STATES THAT HE HAS AGREEMENT IN PRINCIPLE FROM NATIONA RAILROAD AUTHORITES (ENAFER-PERU) TO PROCEED WITH THHIS PROJECT. THE CNVOY, TRANSPORTATING SOME 100 TOURISTS, WOULD INCLUDE SLEEPING AND DINING COACHES AS WELL AS LOUNGE, BAR AND UTILITY CARS. ANOTHER CAR WOULD TRANSPORT SIGHTSEEING MICROBUSES. PROJECT WOULD REQUIRE SOME US\$3/5 MILLION INVESTMENT AND WOULD BE BACKED BY A NUMBER OF LEADING LOCAL BUSINESSMEN.

2. TO UNDETAKE FEASIBILITY STUDY OF PROJECT, MR. SCHULER IS INTERESTED IN RECEIVING INFORMATION FROM AMERICAN
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PAGE 02 LIMA 00408 162141Z

COMPANIES ON AVAILABILITY AND PRICES OF PREFERABLY REBUILT DIESEL-ELCTRIC RAILROAD LOCOMOTIVES AND CARS. SOME OF THE CARS MIGHT NEED TO BE REDESIGNED TO PROVIDED SPECIALIZED SERVICES DESCRIBED ABOVE.

3. AT PRESENT NO AGENCY INN PERU IS ABLE TOOFFER COMPLETE PACKAGE FOR TOURIST ATTRATICTIONS OF SOUTHERN PERU. AGENCY

NORMALLY SUBCONTRACT LODGING, TRANSPORTATION, AND SIGHT-
SEEING PORTIONS WHICH ALL TOO OFTEN RESULTS IN FOUL-UPS
AND OVERBOOKING. SCHULER'S SCHEME WOULD PROVIDE FULLY
INTEGRATED AND SELF-SUFFICIENT SERVICE TO TOURSIT
GROUPS AND FILL EXISTING NEED CURRENTLY NOT BEING MET.

4. INTEREST AMERICAN FIRMS SHOULD CONTACT:

SR. JOHNNY SCHULER
LOS CONDES DE SAN ISIDRO
PAZ SOLDAN 290
LIMA 27, PERU
PHONE: 222557
SHLAUDEMAN

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